



BY THE GOVERNOR OF THE STATE OF GEORGIA

## A PROCLAMATION

### WE CARD AWARENESS MONTH

- WHEREAS: Georgia law prohibits the sale of tobacco products to persons under the age of 18; and
- WHEREAS: Products not permitted for purchase by minors include cigar wraps, wrappers, or other products, devices or substances used to make cigarettes or tobacco in any form. This extends to alternative nicotine products (products containing nicotine intended for human consumption, whether chewed, absorbed, dissolved, or ingested by any other means) and vapor products (e-cigarettes, and any noncombustible product containing nicotine that employs a heating element, power source, electronic circuit or other means to produce vapor from nicotine in a solution or other form); and
- WHEREAS: We Card Awareness Month is a retail education and training effort to boost Georgia retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws. This initiative helps retailers identify, prevent, and deny tobacco and other age-restricted product sales to minors; and
- WHEREAS: 2017 marks the 22nd anniversary of THE "WE CARD" PROGRAM INC., which provides training and education to the retail community to help retailers comply with age-restricting laws and serve their communities as responsible retailers; and
- WHEREAS: We Card is endorsed by the Georgia Food Industry Association, the Georgia Association of Convenience Stores, the Georgia Oilmen's Association and the Georgia Retail Association. We Card in-store training and education materials, online training programs, and "ID Check-Up" – the mystery shopping service – are available to all Georgia retailers through the We Card website; and
- WHEREAS: During this month, we encourage Georgia retailers to participate in We Card initiatives and make it clear that minors may not purchase tobacco and other age-restricted products in Georgia; and
- WHEREAS: The State of Georgia benefits from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors, thereby promoting healthier lifestyles for our young people and making our state a safer place to call home; now
- THEREFORE: I, NATHAN DEAL, Governor of the State of Georgia, do hereby proclaim September 2017 as WE CARD AWARENESS MONTH in Georgia.

In witness thereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed this 1<sup>st</sup> day of August in the year of our Lord two thousand seventeen.



*Nathan Deal*

GOVERNOR

ATTEST

*Chris W. Riley*

CHIEF OF STAFF